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AUTHOR Sadowske, P. Sue, Ed.; Adrian, Judith G., Ed.
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ABSTRACT

This report on forces influencing the future is designed to define the challenges that lie ahead and to help individuals develop plans to meet these challenges. It is based on the work of a team of "environmental scanners" who reviewed media, books, and academic research and discussed current issues with a variety of people to explore forces at work in the changing society. The report is organized around 10 fundamental drivers of change, the powerful influences and events producing change in society and the trends related to these forces. The 10 "change drivers," each of which is discussed in its own section of the report, are as follows: the maturing of the population; the information explosion; problems of environmental health and stewardship; problems related to social issues, life-styles, and values; economic restructuring; mosaic society; changing families; health and wellness issues; tensions between individual and social roles; and globalization. The report concludes with a statement affirming the Wisconsin's Cooperative Extension commitment to helping Wisconsin's citizens anticipate change, prepare for change, and influence the course of change in the 1990s and beyond. Twenty-eight references are listed. (YLB)

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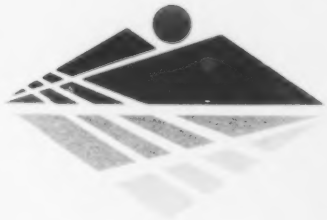

OUTLOOK REPORT
PERSPECTIVES ON THE '90s

Edited by

P. Sue Sadowske

Marketing Specialist
University of Wisconsin-Extension

Judith G. Adrian

Project Assistant
University of Wisconsin-Extension

1990

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Outlook Committee:

Sue Sadowske, Recreation Resources Center, UW-EXT, Chair; **Gerald Campbell**, Agricultural Economics, UW-MSN/EXT, Vice-chair; **Gregory Anderson**, 4-H/Youth, Kenosha County; **Patricia Day**, 4-H/Youth, UW-EXT; **Gregory Lamb**, Community, Natural Resource and Economic Development, Oconto County; **Sara Steele**, Continuing and Vocational Education, UW-MSN/EXT; **Robert Young**, Family Living Education, UW-EXT.

Lead Writers:

Elaine Andrews, Environmental Resources Center, UW-MSN/EXT (Environmental Health and Stewardship); **Robert Dick**, Community Dynamics Institute, UW-EXT (Individual and Societal Roles); **Ellen Fitzsimmons**, Family Living Education, UW-EXT (Changing Family Patterns); **Lorna Miller**, Rural Sociology, UW-MSN/EXT (The Information Era); **Harriett Moyer**, Recreation Resources Center, UW-EXT (Social Issues, Lifestyles and Values); **Doris Slesinger**, Rural Sociology, UW-MSN/EXT (Maturing of America); **Ayse Somersan**, Dean, Cooperative Extension, UW-EXT (Economic Restructuring and Globalization); **Jane Voichick**, Nutritional Sciences, UW-MSN/EXT (Personal Health and Wellness); **Robert Young**, Family Living Education, UW-EXT (Mosaic Society).

Production:

Mary Ellen Bell, Public Information Specialist, UW-EXT; **Lynn Entine**, Madison, Wisc.; **Lisa Hebl**, Production Assistant, UW-EXT; **Aron Keith Larson**, Graphic Artist, UW-EXT.

Cover Art: **Paul Fuchs Design**, Madison, Wisc.

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Contributors

County Faculty and Staff

Al Anderson, Sauk County; **Greg Andrews**, Pierce County; **Sue Arendt**, Lafayette County; **Jim Barthel**, Winnebago County; **Greg Blonde**, Waupaca County; **Linda Boelter**, Oneida County; **Karen Dickrell**, Kewaunee County; **Donald Drost**, Barron County; **Bruce Fehr**, Milwaukee County; **Nancy Franz**, Bayfield County; **David Gibson**, Racine County; **Martin Havlovic**, Burnett County; **Scott Hendrickson**, Manitowoc County; **Karen Hintz**, Door County; **Joan LeFebvre**, Vilas, Forest and Florence Counties; **Gregory Matysik**, Fond du Lac County; **Robert Matysik**, LaCrosse County; **Donna Menart**, Sheboygan County; **Ruth Navrestad**, Dane County; **Patricia Rychter**, Portage County; **Marc Schultz**, LaCrosse County; **Catherine Techtmann**, Iron County; **Rudy VanFleet**, Columbia County.

Campus Faculty and Staff

Jerold Apps, CAVE, UW-MSN; **William Blockstein**, Pharmacy, UW-MSN; **Karen Bogenschneider**, UW-EXT; **Robert Bright**, CDI, UW-EXT; **Mary Brintnall-Peterson**, UW-EXT; **Dennis Buege**, Meat & Animal Science, UW-MSN/EXT; **Gerald Campbell**, Ag Economics, UW-MSN/EXT; **John Cottingham**, UW-PLT/EXT; **Scott Craven**, Wildlife Ecology, UW-MSN/EXT; **Joanne Csete**, Nutrition, UW-MSN; **David Curwen**, Horticulture, UW-MSN/EXT; **Patricia Day**, 4-H/Youth, UW-EXT; **Mary Ann Dehn**, UW-EXT; **Bert Dickas**, UW-SUP/EXT; **Jerry Doll**, Agronomy, UW-MSN/EXT; **Marge Engelman**, UW-EXT; **Donald Field**, CALS, UW-MSN/EXT; **Laverne Forest**, CAVE, UW-MSN/EXT; **Curtis Gear**, CDI, UW-EXT; **Chere Gibson**, CAVE, UW-MSN.

Terry Gibson, UW-EXT; **William Gleason**, 4-H/Youth, UW-EXT; **Karen Goebel**, FRCS, UW-MSN/EXT; **Janet Greger**, Nutrition, UW-MSN; **Christy Hauge**, Forestry, UW-STP/EXT; **Jerry Hembd**, UW-SUP/EXT; **Beverly Henderson**, FRCS, UW-MSN/EXT; **Jack Huddleston**, URPL, UW-MSN/EXT; **Gary Jackson**, ERC, UW-MSN/EXT; **Edward Jesse**, Ag Economics, UW-MSN/EXT; **Sue Jones**, EPA-Region V, UW-MSN/EXT; **Keith Kelling**, Soils, UW-MSN/EXT; **Steven Kinzel**, UW-EXT; **Lowell Klessig**, CNR, UW-STP/EXT; **Chuck Koval**, Entomology, UW-MSN/EXT; **Don Last**, CNR, UW-STP/EXT; **Arlen Leholm**, UW-EXT; **Bill Lontz**, ERC, UW-MSN/EXT; **Leonard Massie**, Ag Engineering, UW-MSN/EXT; **Palmer McCoy**, UW-EXT.

Chris Mechenich, CNR, UW-STP/EXT; **Mary Mennes**, Nutrition, UW-MSN/EXT; **John Merrill**, FRCS, UW-MSN/EXT; **Stan Nichols**, GNHS, ERC, UW-MSN/EXT; **Susan Nitzke**, Nutrition, UW-MSN/EXT; **Thomas Parslow**, UW-EXT; **Richard Pederson**, UW-EXT; **Donald Peterson**, CALS, UW-MSN/EXT; **James Peterson**, ERC, UW-MSN/EXT; **Robert Pricer**, School of Business, UW-MSN/EXT; **Glen Pulver**, Ag Economics, UW-MSN/EXT; **David Riley**, FRCS, UW-MSN/EXT; **John Roberts**, URPL, UW-MSN/EXT; **Boyd Rossing**, CAVE, UW-MSN/EXT; **David Running**, UW-EXT; **Thomas Schomisch**, UCC, UW-MSN/EXT; **Edward Schten**, Govt'l Affairs, UW-MSN/EXT; **Ron Shaffer**, Ag Economics, UW-MSN/EXT; **Stephen Small**, FRCS, UW-MSN/EXT; **Jerry Smith**, UW-EXT.

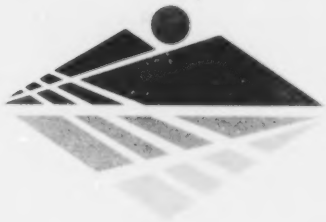
Terry Smith, Dairy Science, UW-MSN/EXT; **Roger Springman**, Soils, UW-MSN/EXT; **Rosemary Stare**, UW-EXT; **Glenn Thompson**, UW-EXT; **Robert Tomesh**, UW-EXT; **P.C. Vasavada**, UW-RVF/EXT; **Kathi Vos**, 4-H/Youth, UW-EXT; **Bruce Webendorfer**, ERC, UW-EXT; **Gayle Worf**, Plant Pathology, UW-MSN/EXT.

Other Contributors

Tim Anderson, RAYOVAC, Corp.; **David Engelson**, Dept. of Public Instruction; **Kathy Falk**, Dept. of Justice; **Tom Frazier**, Coalition of Wisconsin Aging Groups; **Donna McDowell**, Bureau on Aging, Dept. of Health & Social Services; **Keith Moyer**, Salvation Army Advisory Board; **Nick Nehr**, Dept. of Ag, Trade & Consumer Protection; **Ed Nelson**, Dept. of Natural Resources; **Rachel Smith**, Independent Living, Inc.; **Thomas Stocksdale**, Johnson Wax, Inc.; **Dennis Yockers**, Dept. of Natural Resources.

CALS – College of Agricultural and Life Sciences, **CAVE** – Continuing and Vocational Education, **CDI** – Community Dynamics Institute, **CNR** – College of Natural Resources, **EPA** – Environmental Protection Agency, **ERC** – Environmental Resources Center, **FRCS** – Family Resources and Consumer Science, **GNHS** – Geological and Natural History Survey, **UCC** – University Center for Cooperatives, **URPL** – Urban and Regional Planning.

Outlook Report
Perspectives on the '90s



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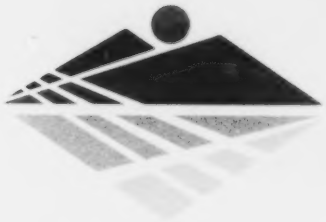
Looking to the Future



"... the world has changed in fundamental ways, making obsolete many of the traditions, views, orientations, theories and policies about the collective and social management of our public and private worlds."

Joseph F. Coates & Associates, *Issues Management.*

We are in the midst of a revolution in our society that is spawning changes as profoundly important as any born during the industrial revolution a century ago.

It's been said that "the only constant is change." We know that change, itself, is nothing new. What is different now is the speed at which change overtakes us. Rapid change challenges traditions. We find we must do more than simply adapt to the changes that are happening all around us. To achieve the future we hope for, we must influence the course of change.

This report is about forces influencing the future, but it is not intended to be fortune-telling. It is intended to encourage people to work toward influencing the course of events, but it is not intended to tell people which path they should follow. It has been designed to define the challenges that lie ahead and to help us as we develop plans to meet these challenges.

This report discusses "change drivers," the powerful influences and events producing change in society, and the trends that are related to these forces. It is based on the work of a team of "environmental scanners" who reviewed media, books and academic research and discussed current issues with a variety of people. The purpose was to explore the forces at work in our changing society. This information was compiled and written by faculty and staff of the University of Wisconsin-Extension's Division of Cooperative Extension to put our changing world into perspective.

The vast array of facts and ideas are organized around 10 fundamental drivers of change.

- Maturing of America: Aging baby boomers will influence profoundly our social and economic systems. Our society, our buildings and roads, even our ideas and traditions, are maturing as well.
- The Information Era: New technology has created an explosion of information, changing almost every aspect of our lives. The industrial age is ending. We now live in the information age.

- Environmental Health and Stewardship: Concern over the environment has come out of the realization that the earth is a finite resource and that we share a global commons.
- Social Issues, Lifestyles and Values: Youth-at-risk, persistent poverty, substance abuse, crime and violence, as well as a rekindled interest in spiritual values and social responsibility, touch many lives.
- Economic Restructuring: Changing patterns of labor force participation and income distribution, a global marketplace, technological changes in agriculture and the mounting national debt alter the way we work and conduct business.
- Mosaic Society: We used to talk of the United States as a cultural "melting pot." Now we see value in respecting and preserving – even celebrating – our differences.
- Changing Families: Changing roles for women and men and the emergence of alternative families result in changes at home, in the workplace, in child care and in schools.
- Health and Wellness: Medical advances and renewed emphasis on wellness are half the story. The other half is unequal access to health care and a troubling list of continuing health threats.
- Individual and Social Roles: Readjustments are occurring in the ever-present tension between government and other social institutions and individuals. Federal regulations loosen while individuals demand increased control.
- Globalization: New technologies in communication and transportation make the global interconnectedness increasingly apparent. Economics and trade, media and environmental hazards, for example, do not stop at national borders.

These drivers of change will not affect all individuals and communities in the same way or with the same intensity. But collectively, these forces will affect all our lives.

This report is the result of the best thinking of the writers and contributors about what we need to know and understand to shape the world we want for ourselves and our children. By reflecting on our own situations – as individuals and as communities – in light of knowledge about the forces at work, we can make informed decisions that will influence our future. We can work to achieve desired possibilities and prevent the undesired ones.

We view the future as an opportunity, not as a destiny. We hope that this report will help you as you consider the kind of future you wish to create.

Maturing of America

America is aging. This aging is expressed in three dimensions: maturing baby boomers, extended lifespan and aging physical and social structures of society.

Members of the baby boom generation (born between 1946 and 1964) are entering middle age. Their tastes are maturing and growing more sophisticated. The United Way Report, *What Lies Ahead*, observes: "The U.S. is leaving an era obsessed with youth, and moving into one that will be more realistic, more responsible, and more tolerant of diversity."

More people are living longer. The general well being, economic status, health, involvement and social activity of these adults is at an all-time high. But for some elders, chronic ill health and poverty decrease the quality of life.

Basic physical and social structures are aging, too. Many roads, bridges and public utilities have been neglected. Educational systems, health care systems and other social structures, developed in earlier times, may need updating. Many commonly held ideas are said to be obsolete as well.

Baby Boom Generation

About one in every three Americans is a member of the baby boom generation.

- These are the boomers' peak earning and spending years, and this fact will affect the nation's economy. For example, when the number of households headed by 35- to 54-year-olds grows by 1 percent, consumer spending goes up by $8.9 billion a year.
- As children, boomers burst the seams of public schools. As they age, they will strain the health care system and other services that support older people.
- Members of this group have more education and have been more politically active than their parents and grandparents. As they age, their lifestyles will be different from those of previous generations.
- Boomers want social change, fulfilling personal lives and affluence. Many of them won't achieve their goals. Currently, their major concerns are health and financial security.
- The decade of the 1990s is the era of adult education. Baby boomers may need education to improve basic skills or for continued job training. They also seek adult education to enrich their lives. *The Futurist* magazine observes that adult education also will help people face "a future that is more volatile, competitive, and complex than ever before."

Living Longer

More people are surviving to older ages. This has social, economic and political effects. It also has implications for the personal health and well-being of elders and family members who care for them. Today, survivors to very old ages tend to be female and white, but more men and minorities also are reaching this stage.

Social Relations

These days, some families have four active generations: great-grandparents may join in family activities. At the same time, more elderly persons are living alone.

Economic Factors

Older adults have more work options. Part-time work after retirement is becoming more common. Some retirees are taking entry-level jobs. Others follow early retirement with second and third careers.

Still others are deferring retirement; companies facing labor shortages offer flexible schedules and more retirement options to help keep experienced workers.

More retired workers have government and private pensions.

At the same time many American workers face reduced or non-existent pension programs and fringe benefits. Some corporations have dropped pension plans or used the funds for other business costs. Part-time work and subcontracting also have limited access to pension plans.

Social Security benefits supply 38 percent of total income for people over 65. This guarantees most elderly at least a modest standard of living.

In rural areas, "transfer income," such as social security and pensions, has become a major contributor to the local economy.

However, in some locations, population aging will have different consequences than in others. While healthier and more prosperous retirees flock to states like Arizona, a population of older (often poorer) retirees remains in states like Mississippi and gradually "ages in place," while young adults move away.

Older Americans travel more frequently, travel longer distances and stay away longer than any other population group.

Political Activity

More elderly citizens vote in presidential and other elections than any other age group.

On most issues, older people vote the same way they did when they were younger. However, on some issues, such as protecting Social Security benefits and holding down property taxes, they vote as a block.

Some elderly belong to powerful lobbying groups, like the American Association of Retired Persons (AARP), that promote issues concerning older citizens. Through their pension holdings, the 15 million AARP members are the largest single block of shareholders in American industries.

Well-Being

The over-65 population can expect to live longer than earlier generations. This population is concerned with safety, security, health, preserving their wealth and managing finances.

Aging changes leisure needs. Outdoor activities generally shift from contact to non-contact sports, from team to individual sports. Mature adults turn to self-paced activities like golf and walking.

Elders are more likely to participate in educational opportunities than ever before. They take classes to prepare for retirement and to retrain for employment. They take personal enrichment courses and classes that encourage creativity in art, music, drama and writing. This trend is expected to grow as baby boomers reach retirement age.

Health

For many elderly, well-being means good health. When Medicare was created in 1964, it guaranteed the elders in our society the medical and hospital care they needed. Unfortunately, this health coverage is inadequate to meet all of their special needs.

The "young old" (ages 65 to 74) are generally healthy. The healthiest elderly are more likely to be better educated and have higher incomes.

The fastest growing elderly age group is 85 or older. One-third of this group live in nursing homes.

Living longer often means living with chronic illness and disability. Communities may need to provide more long-term care facilities. They also may offer community-based health care that can help the elderly remain in their homes.

About 1.1 million elderly Americans are abused every year. This abuse can be physical, psychological or financial. In 86 percent of these cases, the abuser is a family member.

Housing and Transportation

The variety and quality of housing for elders is inadequate. Much available housing is too costly. The elderly often are forced to choose between undesirable options: they can stay in housing which no longer meets their needs or move to an institution, giving up their independence.

New kinds of programs would give older people other choices. Some elders could stay in their homes with a little daily assistance. Community housing, which offers limited support, also could help them stay independent.

Transportation is a problem for the elderly, who must deal with deteriorating vision, hearing and response times. Transportation problems are especially acute in less populated areas.

Aging Physical and Social Structures

It is not just people who are aging. Many of the physical and social structures – the infrastructure – of this country also are aging.

Physical Structures

America is borrowing against the future. For more than 20 years, public works spending per capita has been declining. Between now and the end of the century, the country will need to spend up to $3 trillion just to repair and replace railroads, bridges and interstate highways. State and county roads in parts of the country also are deteriorating.

Social Structures

There is a compelling need to rethink how social systems can meet current and emerging conditions. Reducing the gap between what students learn in school and what they need to learn, designing health care systems for an aging population, and developing a social welfare policy which encourages independence are all part of this agenda.

"Some of the greatest impediments to effectiveness are the slogans, the commitments, the issues of yesterday, which still dominate public discourse, still confine our vision," says management expert Peter Drucker. For example, discussions of the need for improved highways frequently ignore diminishing fossil fuel resources, pollution caused by automobiles, the impact of highway rerouting on housing, or the alternative of mass transportation.

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The Information Era

America's transformation – from an industrial to an information society – will be as profound as the shift from an agricultural to an industrial society a century ago.

Information technologies are changing the way people communicate, where they work, how and what they learn, how they earn a living and how they entertain themselves. These changes reach every part of people's lives, from their daily activities to their world view.

Change is accelerating faster than society can adjust. Advances in technology have accompanying ethical and human dimensions that need to be reconciled.

Global Technology

- Technology is more than tools, says management expert Peter Drucker. "It is equally about how humans live and think. Technology is a human extension; basic technological change expresses our world view and, in turn, changes it".
- The time it takes for a technological development to be applied worldwide is shrinking. As a result, original developers lose their economic and competitive advantages. Furthermore, research goes on everywhere. Technology is difficult to control.
- Global leadership in science and technology is likely to determine economic leadership.

Education

- There is too much – rather than too little – information available. The amount of information now doubles every four or five years. The greatest educational need is to help people to become "information literate" – to be able to make decisions about information and how to use it.
- Information age skills must be taught universally in schools. These skills include learning how to learn, thinking from various perspectives, seeing connections, thinking critically and creatively, developing a global perspective and valuing interdependence and cooperation.
- People recognize the value of studying cooperatively to create group intelligence that goes beyond individual knowledge.
- Only a third of today's 17-year-olds are "adept" at reading – able to do college work or to cope with business demands.
- Adults need life-long learning to keep pace in the information age. Adults daily face problems for which they have had little or no educational preparation. Ongoing education is not limited to classroom settings. For example, increasing numbers of workers are updated in their places of employment.

- Some students finish school without basic skills. Business people worry that workers don't have skills needed to compete in a global economy, while workers without these skills have limited employment options.
- There is greater need for verbal, numerical and scientific literacy. Technology and organizational changes at work require new skills from workers. Business is increasingly involved in this education.
- Learners in remote areas can see, hear and talk to a teacher and other learners using computers, fax machines, cellular telephones and satellites. "Hypermedia," electronically driven information devices, are also expanding access opportunities for learners.
- Computers assist in many facets of business operations. Strategic negotiations, however, require a person-to-person environment and computers cannot provide the human relations skills necessary for such negotiations.
- The electronic media are "cool;" they inhibit human interactions. In education it is important to balance them with "warmer" personal learning.

Economics

- We have computers that can talk, respond to the human voice and print what is said. They can read handwriting and communicate with other machines. They rely on other new and powerful tools: semiconductors, microprocessors, fiber optics, lasers and communication satellites. Together these tools are shifting us from a mass production economy to an information economy.
- Electronic communication technology fosters new ways of organizing business and society. The model is organic, with no strict hierarchy, and it is responsive to change. People have greater flexibility and autonomy.
- Miniaturization will affect the nature of all electronic equipment and multiply its usefulness.
- Keyboards may become obsolete, replaced by digital sketch pads, optical scanners and voice recognition systems that enter data. Electronic banking and shopping systems are on the horizon. Computing systems which use "neuralcomputing," fashioned after the brain, and artificial intelligence are not far behind.
- The uses of telecommunication equipment may offer options for employees to work flexible hours at home, but at the cost of the social interaction provided by working with other people.
- Industry forms collective entrepreneurial teams, eliminating many mid-management roles in which the main function was communication.
- Information technology can benefit consumers. It can help meet specialized demands, make designed-to-order products and speed ordering and service.

- Today's high-school students need to be prepared to change jobs or careers at least ten times during their lifetimes.

Leadership and Information

Harland Cleveland, writing for *The Futurist*, said the leadership attitudes needed to manage the complexity in a fast changing knowledge environment include: a lively curiosity, genuine interest in what other people think and what makes them tick, an attitude that risks are not there to be avoided but to be taken, the feeling that crises are normal, tensions can be promising and complexity is fun, that paranoia and self-pity are reserved for people who don't want to be leaders. Leaders must possess unwarranted optimism and a sense of personal responsibility for the general outcome of their efforts.

Social Implications

- Electronic gadgets quicken the pace of life and blur the line between work and other activities.
- When people communicate through electronics they focus more on themselves than on another person. Leaders take longer to emerge in an electronic "group." Consensus and decisions come more slowly.
- Studies of computer "discussions" show that they are often argumentative and narrow and opinions are more extreme. There is less awareness of the humanity of other participants. Each of these traits will affect how we communicate and make decisions.
- At the same time, research shows that computers mask differences in gender, age or position. This gives people more equal status and makes it easier to change attitudes.

Access, Equity and Privacy

Access to emerging technology is unequal. Disparities exist based on education, affluence and proximity to population centers.

- Rural areas which lack a technology such as fiber optics will be increasingly disadvantaged.
- Introduction and use of computers in organizations brings new communications rules and languages that are continually changing, leaving some in the work scene isolated.
- Mobile communications – portable phones, facsimile machines, pagers and computers – can reach people any time, anywhere. Privacy is threatened. Those who can't afford such tools become less competitive.
- People fear loss of privacy as they realize how much personal information is collected electronically – and distributed with few restraints.

Environmental Health and Stewardship

Preserving the environment is critical to human life and health and to the very survival of our earth. Global environmental issues, such as the threat to the ozone layer, the greenhouse effect and climate change, have sharpened public awareness of the vulnerability of our air, land and water systems. Awareness about how local and regional actions contribute to environmental problems is growing. However, the choices we are making do not yet reflect this understanding.

The quality of our food and water supplies, global movement of air toxins and acid rain, and safe disposal of wastes attract worldwide attention and cause international tension. Yet, the need to find solutions may encourage international cooperation.

New information is changing environmental policies and regulations. Other social trends – rapid technological change and more political activism – have effects, too. We continue to debate publicly the risks, costs and benefits of events which may affect the environment. As our knowledge of specific impacts grows, we shift toward development that sustains, rather than strains, our earth's resources.

Emerging Environmental Ethic

A broad environmental ethic is emerging. Individuals, government, business and industry are beginning to recognize their responsibilities to the whole earth – our global commons.

- Both "new age" philosophies and traditional cultures support a concept of partnership with the earth; humans are part of the environment, sharing it with other creatures.
- We understand more about how individual behavior affects the environment. As a result, some individuals and families have changed the way they live. For example, some voluntarily recycle and consciously attempt to modify consumptive lifestyles.
- Environmental activism has emerged from increased recognition of local environmental impacts.
- The public is demanding more information about specific environmental risks. They are less tolerant of "no choice" exposures to risks such as PCB's.
- Businesses and communities are beginning to accept environmental ethics as part of their operations. Adaptation to new environmental technology will be more difficult for small businesses and municipalities than for larger ones.
- Historically, agriculture has claimed a strong environmental ethic. That claim will no longer be taken for granted. Agricultural practices will be subject to more inspection and verification of environmental effects.

Environmental Degradation, Protection and Restoration

Many human activities have damaged the environment. But humans also have the capacity to protect the environment from further degradation and to begin restoring areas that have been damaged.

Degradation

Growing population, particularly in developing countries, strains resources people must have to survive.

As development continues throughout the world, it changes and destroys natural habitats. Plant and animal species are disappearing.

Sophisticated techniques indicate measurable degradation continues to affect air and water quality. The causes can be specific "point sources," like a leaking underground gasoline tank. Or they can be widespread "nonpoint sources," such as soil and agricultural chemicals washing into streams.

Research reveals many ways that toxic substances may affect people and animals. For example, mercury affects the functioning of the nervous system.

Protection

Zoos help protect threatened species and encourage them to breed in captivity.

Communities and farms reevaluate their economic decisions, more frequently choosing to sustain rather than to ignore environmental quality.

More private and government groups buy environmentally vulnerable lands to protect them.

The need for experts in environmental regulation increases.

Restoration

Agriculture can help restore the environment. Environmentalists and agriculturalists will have to work together to design appropriate land use systems.

Ecological restoration will be encouraged as a result of better understanding of ecosystems and their inherent value, as well as the effect of toxic substances on animal and human populations. However, restored environments may lack the quality and diversity of original environments.

More environments will be restored to resolve controversies over development elsewhere. For example, one wetland may be restored as a trade-off for destroying another.

Energy

Public concern over energy issues lags behind concern over other environmental problems. At the same time, energy use has increased worldwide.

- Security of the fuel supply has aroused growing concern and heightened tensions which may renew interest in nuclear power.
- People are more aware that using petroleum for energy contributes to global warming, acid rain and air toxins. They also are concerned about disposal of nuclear waste. These concerns may revive interest in conserving energy and renew attention to alternative sources of energy, such as solar, wind, geothermal and refuse burning.
- Interest in grain-based fuel is reviving. However, this interest may be tempered by recognition of its potential harm to the environment.
- Concern will grow over where power lines are routed and how stray voltage affects humans, animals and the environment.

Transportation

As vehicles cause more environmental problems and congestion, people will look for solutions.

- The technology of storing energy in batteries is improving, adding more low-pollution alternatives for transportation.
- Renewed interest in railroads and other alternative forms of transportation is likely.
- There is some pressure for policies and regulations that recognize all the social, environmental and economic costs of highway transportation.

Water Quality

Degradation of water quality is likely to continue because of population growth and increasing per capita use of water. This is likely to happen in spite of state and federal efforts to protect water from toxic substances, nutrients and sediments. However, some local water supplies will be improved due to local prevention and rehabilitation actions.

- The world's water resources are generally deteriorating in quality. As less water is available in the amounts or quality needed, Great Lakes' water resources become more valuable.
- Methods for analyzing water quality are improving, uncovering new varieties of contaminants in the water supply. More careful monitoring and control of water quality will be possible.
- Improved risk assessment and cost/benefit analysis will result in more effective public policy and processes for setting water quality standards.

Waste Management

- Problems in waste disposal foster continued debate over siting of waste disposal facilities, burning of municipal waste and continued demand for nonpolluting waste disposal technologies.
- According to conservative estimates, each American produces 650 pounds of waste a year – two pounds per person per day.
- Most of this waste goes into landfills. More than half of U.S. cities have used up their existing landfills and need new ways to deal with their wastes.
- Efforts to reduce the volume of waste lead to limiting production of one-time use products and developing a national recycling policy. There is increased demand for minimizing wastes and recycling wastes to manufacture new products.
- Enforcement of regulations requiring separation of toxic wastes will become more stringent as new sources of contamination are discovered. The need for technologists in the field of hazardous waste disposal will increase.

Environmental Policy Regulation and Enforcement

Conflict between governmental regulation of land use and the right of individuals to control their land will increase.

- Pressure is growing to find new incentives encouraging people to preserve sensitive land. A no-tax policy for wetlands is one example.
- Farm policies have changed. Price supports, once linked only to production levels, now have conservation requirements. Farm land in ecologically vulnerable areas is being retired.
- Health and environmental impact information will be required on consumer product labels.
- Debate and litigation over regulating pollution and cleanup – and on the technology supporting the regulations – will continue.
- People are asking questions like, how clean is clean? The risk/cost/benefit equation has become the framework for discussing policies and regulations related to environmental issues, environmental improvements, controversial environmental changes, environmental trade-offs and relative benefits of preventing pollution now or cleaning it up later.

Environmental Technology

Environmental monitoring technology can assess tough environmental problems, but there is debate over the adequacy of any particular method of assessment.

Accurate and extensive data bases are needed to create environmental policies and to monitor environmental situations.

Growth of biotechnology industries is moderated by the controversy over safety of their products. Bioengineered bacteria might help manage hazardous waste by breaking it down into safer components. But bioengineering also can develop crops that resist herbicides, resulting in continued environmental damage if farmers use less restraint in applying the chemicals.

Much of the technological development in agriculture will have an environmental slant. This will bring more argument, controversy and politics into agricultural technology, as it has to all environmental technology.

Quality of Life

- People consider the quality and aesthetics of the environment when they choose homes, work, travel and leisure activities.
- As people are freer to move about and as they look for more challenge in their lives, people will make more recreation demands on the environment. They may want to learn more about the ecosystems they visit.
- Individual demands for safe food and water are reflected in changes in consumer behavior such as increased sales of bottled water and demand for better labeling of food.
- Researchers continue to identify negative health effects of indoor air pollution caused by inadequate ventilation of chemicals such as those in cleaning products and building materials.
- The cost of environmental clean-up affects the prices of products and services. It also may influence consumer choices.

Finding Community Solutions

In general, people better understand how the practices of business, industry and municipalities affect their environment. However, people still have trouble recognizing that personal choices cause some of the problems. "NIMBYism" ("Not In My Back Yard") emerges from conflicts between individuals and communities and inhibits communities from finding solutions to urgent environmental problems.

Demand for conflict resolution, negotiation and mediation on environmental and resource issues will grow. Conflicts among differing values and views will have to be resolved.

Social Issues, Lifestyles and Values

Social issues facing America range from poverty and violence to discrimination, drugs, AIDS and reproductive rights.

Materialism, time pressures and feelings of "loss of community" characterize many American lives; boredom, drugs, welfare dependence and hopelessness characterize others.

In counterpoint to these negative feelings, many people here and in other nations are in the midst of a profound and enduring reexamination of basic values. *The Futurist* observes that many people are reappraising "long-held beliefs about the meaning of work in one's life, relations between the sexes, expectations for the future – indeed, about many aspects of daily living and important relationships among people."

Social Issues

Social problems must be viewed in perspective. While some new issues have emerged, many social problems are not new and some may even be less severe today. Heightened consciousness of the problems is a positive development.

Youth-at-Risk

The proportion of young people in the U.S. is smaller now than at any time in our history. We cannot afford to lose any of them to drug addiction, crime, violence and teenage pregnancy. The economy cannot support both a growing retired population and a growing number of young people who are unemployed or underemployed.

Some experts estimate that as many as one out of every two young people aged 10 to 17 is "at risk." The risks include substance abuse, teenage pregnancy, delinquency and school failure.

Poverty amplifies these risks. Many poor children lack positive role models. They may lack stimulation in the home. They often live in unsafe neighborhoods.

The disadvantages for poor children are cumulative. It is far more difficult for them, compared with middle class children, to grow into self-sufficient adults.

Problems not addressed during youth show up in adulthood and lead to more serious and costly social problems.

There are solutions to youth problems. As L. Schorr commented, however: "It is a strange and tragic paradox that confidence in our collective ability to alter the destinies of vulnerable children has hit bottom just as scientific understanding of the processes of human development and the rich evidence of success in helping such children has reached a new high."

Youth are often the easiest group for policy makers to ignore. They have no political clout and are dependent on adults. As a result, their needs are often neglected in budget considerations.

Poverty

Peter Drucker observes, "In a modern society, poverty is far more a social than an economic condition."

The poor are most likely to be female, white, young and rural.

Women with children are the fastest growing group living in poverty. Persistently high rates of out-of-wedlock births and divorce lower the economic status of women with children.

One in five children in the U.S. is raised in poverty. The number of poor children under six years of age grew by more than 41 percent from 1981 to 1986. As Senator Daniel Moynihan pointed out, we are the first industrialized nation in the world in which the ranks of the poor are filled largely by children.

Of those in poverty in the U.S., whites constitute 40 percent, blacks 34 percent and Hispanics 26 percent. Almost a third of all black families, but less than a tenth of white families, live below the poverty line.

America's economic growth is concentrated in urban areas. As a consequence, poverty is worsening in rural areas and smaller cities, where 48 percent of the poor live.

About 60 percent of those in poverty are impoverished for eight years or longer. Of these persistently poor households, more than 60 percent are headed by females.

During the 1980s, economic and social changes increased the size of the underclass. This group includes people who are persistently poor and those who live mostly outside mainstream society. A substantial number of these people earn their living illegally.

"What distinguishes members of the underclass," notes the United Way publication, *What Lies Ahead*, "is not race but behavior and lifestyle: they are caught in the web of self-perpetuating poverty marked by teenage pregnancy, fatherless households, chronic unemployment, crime, drug abuse and long-term dependence on welfare. Their impact exceeds their numbers, for their plight is both a cause and an effect of America's most persistent problems: crime, drugs, homelessness, and AIDS."

Crime

Crime and drug use are linked. Many crimes are committed under the influence of drugs. Drug users commit crimes with greater frequency.

"White collar" crimes, like insider trading and the savings and loan scandal, are increasing in magnitude and frequency. Remedies are complex.

Concerns about capital punishment, inequitable sentencing, jail costs and early parole continue to rise.

Violent and Abusive Behavior

Suicide and homicide combined rank as the fourth leading cause of death among people under 65 in the U.S. The suicide rate for youth between 15 and 19 years old quadrupled since 1955.

Family violence – child abuse, spouse abuse, elder abuse – continues to threaten the health and safety of thousands of Americans.

In 1988, 92,500 rapes were listed in the "National Uniform Crime Report." Sexual assaults and rapes are the most underreported crimes.

Three million crimes are committed on school grounds each year, injuring nearly 200,000 people.

Reproductive Rights

Abortion rights and technology-aided conception continue to pose ethical and legal dilemmas.

Pregnant women engaging in practices harmful to the fetus, such as smoking and alcohol consumption, will be the targets of increased attention.

Other Social Issues

Racism and discrimination based on race, gender, age, sexual orientation and handicap continue. The pressure to address these problems has returned.

Disputes and tensions over Native American treaty rights continue.

HIV infection is a major threat to public health.

Lifestyles

The materialistic desires of Americans appear to be growing stronger, but intangible possessions like family, friends, self-respect and a personal code of morals, remain important.

The contrast between growing materialism and affluence for some and persistent poverty and hopelessness for others is striking. Growing numbers of Americans exist without jobs, without family ties, without self-esteem, without hope.

People feel isolated, lacking social support, as their social and economic activities spread over wider geographic areas.

Bottom-line thinking, which emphasizes short-term gain, can have a negative impact in the long term. School referenda are repeatedly defeated and businesses jeopardize long-term profitability to maximize short-term profits.

The sum of individual actions often adds up to an undesirable effect for the commons. For example, the total effect of individuals moving to suburbs is downtown decay.

With more women working outside the home, scarce discretionary time gets compressed into evenings and week-ends. This means businesses and services will need to extend their hours.

We have more leisure time, but we feel there is less because we compress more activities into the time available.

During the 1990s, the arts will gradually replace sports as society's primary leisure activity, says *Megatrends 2000*. An explosion of interest in arts already is under way:

- Annual museum attendance has increased from 200 million to 500 million since 1965.
- Opera audiences have nearly tripled since 1970.
- In the last 10 years, membership in the leading chamber music association grew from 20 ensembles to 578.
- The 1988-89 season on Broadway broke every record in history.

Values

Society is redefining its "metaphor" from physics to biology, according to *Megatrends 2000*. Physics suggests "energy-intensive, linear, macro, mechanistic, deterministic, outer-directed." Biology suggests "information-intensive, micro, inner-directed, adaptive, holistic."

As stated in *The Futurist*, our values are shifting:

Traditional Values	*Emerging Values*
Self-denial ethic	Self-fulfillment ethic
Higher standard of living	Better quality of life
Traditional sex roles	Blurring sex roles
Accepted definition of success	Individual definition of success
Traditional family life	Alternative families
Faith in industry, institutions	Self-reliance
Live to work	Work to live
Hero worship	Love of ideas
Expansionism	Pluralism
Patriotism	Less nationalistic
Unparalleled growth	Information/service growth
Receptivity to technology	Technology orientation

Spirituality

In turbulent times and in times of great change, says *Megatrends 2000*, people may pursue one of two spiritual extremes – fundamentalism or personal, spiritual experience. While mainline religion declines, faith and belief have grown.

Social Responsibility

Coalitions among business, government, education and the nonprofit sector are emerging to address social problems which seem to be beyond government's ability to address alone.

Increasingly, businesses are responding to public pressure demanding they take responsibility for their environmental, financial, social and health impacts.

Economic Restructuring

The 1980s brought major changes to the U.S. and the world economies. A host of factors is pushing economic restructuring. These include demographic changes, taxation, spending and regulatory policies, increased international trade and competition, changed production-employment-resource relationships and the enormity of domestic and international debt burdens.

The recent past has been dominated by a producer/worker perspective. Decisions on taxes, spending and business development have altered income distribution and moved the nation away from consumerism and environmental sustainability.

Economic restructuring will continue, shaped by international competition, changing consumer tastes, the cost of waste management and other environmental issues. Another element is the restructuring of public expenditures among defense, social programs, and development and replacement of infrastructures such as transportation and communication systems. Quality leadership, with vision and foresight, will be essential to guiding continued economic restructuring, especially at the community level.

Changing Labor Force

Labor Force Characteristics

The U.S. labor force will grow much more slowly in the 1990s, increasing about 1.2 percent annually, compared with 2 percent in the 1980s. Women constituted 40 percent of the labor force in 1976. Their share is projected to increase to 47 percent by 2000.

Due to fewer births in the '70s, the proportion of 16- to 24-year-old workers will decline to 16 percent in 2000, from 19 percent in 1988. The proportion of 24- to 54-year-old workers will increase 2 percent by 2000, while the share of older workers will remain the same. These changes will mean shortages of entry-level workers, higher minimum wages and more work opportunities for retired people.

The labor force is becoming more diverse as the proportion of ethnic minorities increases. By 2000, workers will be 12 percent black, 10 percent Hispanic, and 4 percent Asian and other minorities.

Changing Mix of Employment

The U.S. economy is expected to add 1.5 million jobs a year in the 1990s. This is down from an average of 2.3 million a year in the 1980s.

Manufacturing jobs peaked at 21 million in 1979. They declined in the 1980s and are likely to continue to decline to 19.1 million by 2000.

Most new jobs will be in services – retail trade, private health services, business services and government (including public schools).

Service jobs will constitute 79 percent of all non-farm wage and salary jobs at the close of the century, up from 76 percent in 1988. Health and business services alone will increase more than a third and will employ more than 18 million people by 2000.

Employment and population will shift to the southern and western U.S., where economic growth will be strongest.

Occupational Shifts Within the Labor Force

Some fastest growing occupation categories will be executive, administrative and managerial; professional specialties such as engineering, computer, mathematical and research analysis; technical and related support services; service occupations, and marketing and sales occupations.

There will be jobs available for workers of all educational levels. But workers with the most education and training will have the best prospects.

Blacks, Hispanics and other minorities tend to be concentrated in occupations with the slowest growth rates. In general, lower levels of educational achievement among blacks and Hispanics indicate that unemployment will continue to be high within these groups.

Demand on educational systems to provide retraining for displaced workers, to increase the general literacy of the population and to improve proficiencies in science and mathematics will increase.

Education and skill requirements of production will continue to focus on professional, managerial and technical training. Rapidly changing technology will demand increased emphasis on retraining workers. Annual spending by employers on worker education and retraining, estimated at $210 billion in 1990, is expected to increase.

Income and Spending

Income Distribution

Income grew during the past decade, but its distribution became more uneven. Wage inequality increased. The difference in unemployment rates between those with more and less education became more pronounced. And the gap between rich and poor widened. The growing disparities between regions, rural and urban areas and gender and ethnic groups may focus public policy on the "income gap" and the "disadvantaged" in the 1990s.

Spending Choices

The country's growing wealth means that, collectively, we can spend more on education, health care, child care and housing than ever before. In the past we have chosen to spend more of our private income on material goods. Our public expenditures have gone mostly to the military, medicare and social security. The 1990s will show the strength of our resolve to use the "peace dividend" to ensure at least a minimum quality of life for all Americans.

Environmental Clean Up and Waste Management

Costs for cleaning up the environment and managing public wastes will be reflected in public and private spending. The cost of alleviating environmental problems created in past decades could be staggering.

Solid waste management problems will encourage – and in some cases force – recycling. People may demand products that last longer, while certain other products may be banned. These changes will restructure production and employment. New businesses will develop. Costs of dealing with wastes are certain to rise.

Changing Production Relationships

Total manufacturing output is projected to grow at the same pace as the economy in the 1990s. In spite of this, the manufacturing sector will require fewer blue collar workers.

- The shift from labor-intensive industries to knowledge-intensive industries (research, development, testing) continues. Management specialist, Peter Drucker, says "knowledge workers" will be the pacesetters of society in developed countries.
- Following the trend established for several decades, mining, agriculture, forestry and other raw materials industries will account for a smaller portion of total U.S. and world economic output in the 1990s. Innovations and substitutions that save raw materials will continue. As a result, firms - and countries - that produce raw materials will feel economic stress.
- Consortiums of manufacturing businesses sharing flexible production systems will expand the range of products available and lower production costs. There will be more emphasis on short production runs producing unique, designer-specific products and less emphasis on large-volume, mass-production lines.
- The number of self-employed individuals and very small, niche-oriented businesses will grow.
- Small business will create the largest share of new jobs.
- Large businesses, especially in manufacturing, will reduce management layers to cut costs and shorten their response time to market changes.
- Translating new ideas into products will become more important. Rapid turnover in new technologies will demand product revisions and/or development of new technology even before the old idea hits the market.
- Established industry will use developments in microelectronics and biotechnology, and new businesses will spring up around these technologies.

Public Infrastructure

Private global competitiveness cannot be maintained in the face of staggering shortfalls in investment in America's infrastructure.

- There will be increased recognition of the need to increase investments in roads, bridges, schools, and public utilities to support productivity increases.
- The trend toward deregulation of transportation and communication systems may be partially reversed to ensure equal access in rural areas.

Expanded investment in communications infrastructure and its location will become an even more dominant force in shaping business location decisions, new business opportunities and labor skill demands, as well as shopping and other personal business patterns.

Agriculture and Agribusiness

Social, Economic and Environmental Issues

Technology and other changes in farming threaten some rural communities. Rural economies will depend more on industries not related to agriculture. Farmers' incomes will come from more diverse sources. Integrating farming and farm families into a diversified rural economy will be important.

The number of farms will continue to decline, but more slowly than in the 1980s. Although the largest farms will have an increased share of total agricultural production, there will be a growing number of small, part-time and specialty farms.

Mergers and consolidations in farm-related industries – both those that supply inputs and those that process products – will continue to raise questions about how competitive those markets are and what the impact on producers and consumers will be.

Government will provide less direct income for the agricultural economy. Government will continue to facilitate agricultural production and marketing through research, education and regulation. The retreat of government from direct income support will place a greater burden to manage risk on farmers and other agricultural businesses.

The concern about the long term impact of current farming practices on the environment will bring more environmental regulation and market pressure for change. The rising cost of farming practices using purchased chemicals will push farmers toward alternative, management-intensive practices in order to remain competitive.

Technology

Advances in new technology (biotechnology and information technology) will replace the advances in capital and mechanical technology of recent years. These new advances require less capital, so greater farm size will be less of an economic advantage.

Technology will change methods and procedures in farming, agribusiness and food processing. These innovations will likely cause economic displacement for those who cannot adapt to them. However, some consumers will continue to prefer traditional production and processing practices, providing niche markets.

Agribusiness, including both the input suppliers and processing industries, will face major changes as a result of the following trends:

- Advances in biotechnology.
- Greater demand for production services such as integrated pest management.
- Development of new processing technologies.
- Changes in consumer preferences in nutrition, health, packaging, food preparation and eating out.

Specialty and Innovative Enterprises

Growing demand for variety in food and other agricultural products (flowers, landscape plants, bird seed) presents new opportunities for some farmers. A key skill in capturing these opportunities is the ability to find and develop new ideas and new markets. Niche enterprises will be important for many farm families and will add significantly to agricultural income. However, niche-markets cannot absorb large numbers of farmers.

International Trade

Trade among nations will continue to be both a threat and a blessing for the American economy.

The U.S. still is the world's dominant economy, with more than twice the total product of Japan. However, competitive advantage can shift rapidly. The U.S. will find it difficult to sustain its comparative global economic position.

Reduced trade barriers will help American agriculture and service industries but also may cause dislocation and require adjustments.

Foreign investment, especially in American service industries, continues in the 1990s. American higher education will be another target of foreign investment.

The emergence of trading blocks in the Pacific Rim and Eastern Europe will increase international competition, change market shares of companies and countries, and direct investment flows. American concern about competitive pressures and market growth will shift from Japan and the Pacific Rim to a more powerful united European economy.

U.S. balance of payments will continue to show significant deficits in the nation's goods trade, moderated by a growing surplus in its service trade.

As the Soviet Union reorganizes and Eastern Europe becomes more democratic, there will be new trade, investment and aid relationships. The changeover to a market economy in these countries will not be smooth.

China will be the "wild card" in international trading. It could dominate the textile market and other markets for goods that are labor-intensive. It may be a major economic force in the 21st century.

Developing countries, especially the poorest of them, will not participate in the global realignments. Without massive aid and investments to build their capacities, political instability and military conflict are likely.

The Debt

The United States enters the 1990s with unprecedented debt. The national debt, which is over $3 trillion, is fueled by an annual budget deficit of $150 billion and the long-term cost of bailing out the savings and loans. This increased public debt is paralleled by growing consumer and corporate debt and an historically high level of indebtedness to foreigners.

The debt raises several concerns. Indebtedness could increase the intensity of a recession when businesses cannot meet their debt payments. The public debt burden can raise interest rates and slow economic growth. Servicing and paying off the international debt will require an increase in our exports or a lower standard of living for Americans.

Mosaic Society

Once America was romanticized as the melting pot society in which immigrants learned to assimilate and to adopt mainstream American customs and values. Now, many people see a need to respect and celebrate the diversity of languages, cultures and lifestyles. A kaleidoscope of changing elements forms a mosaic of social roles, ages, races, value systems and wealth patterns.

It takes wisdom to respect and appreciate ethnic and cultural differences. Gaining this understanding may involve conflict, resistance and the pain of changing long-held beliefs.

Rising Minority Populations and Their Influence

- Whites currently constitute 18 percent of the world population. This percentage is shrinking.
- The U.S. population in 1990 is approximately 80 percent white. The 20 percent minority population (including blacks, 11 percent; Spanish origin, 6 percent; all others, 2 percent) is currently a majority in selected urban areas of the U.S.
- The number of people of color in the U.S. is growing faster than the total population. Their birth rates are higher, and most immigrants are people of color.
- As their share of the U.S. population grows, Asians, blacks and Hispanics are expected to seek greater political influence. As a result, value structures will change.
- When the relative size of groups representing various ethnic, religious and cultural backgrounds changes, long-established practices are questioned. Conflict may result.

Changing Roles for Women

More women are in the work force and are heads of households. Family and household roles are changing. These changes bring a reassessment of how women and men contribute to society and what roles they assume in the home.

Women are established in all major occupations, but progress toward equal pay for equal work is modest at best.

Extending the Life Span

Life span has extended at both ends of life – from premature infant to octogenarian.

Our average age is increasing, yet the extension of life span is unequal. Whites live disproportionately longer than people of color.

Disenfranchised Underclass

Another pattern in the mosaic is the disparity between poverty and wealth.

- An urban minority underclass is growing, and its situation is not improved by general economic prosperity. Continued growth of the underclass is anticipated.
- Increasing numbers of people of all racial backgrounds live in poverty. The gap between the "haves" and the "have-nots" is increasing.
- "The specter of a divided society – one affluent, the other poor – looms ominously on the American horizon," says the Carnegie Council on Adolescent Development. This division may bring conflict between generations (the young poor and their better-off elders) and between the disenfranchised and those with more income.

Education Reexamined

Nearly one-third of school-age children in 2000 will be from minority populations.

A new appreciation for social diversity is one impetus for reexamining education. We are reevaluating educational goals, assumptions and values, as well as access to education, languages used in the classroom, quality of educational programs and content of courses.

Diversity in the Labor Force

By the year 2000, 85 percent of entering workers will be women and members of minority groups. Employers will need to deal with workers' diverse cultures, world views and languages. Workers also will need to deal with increased diversity.

We are becoming increasingly aware of the needs of people with disabilities. Growing labor shortages motivate employers to find job opportunities for people with disabilities. These factors could lead to providing more educational opportunities and to developing equipment aids to make work and communication easier.

Mass Production to Customization

In the past, mass production and mass communication pushed toward uniformity. New technologies can reverse that. They can help reinforce distinctive identities within the societal mosaic by providing customized services, communications and products.

Changing Household and Family Patterns

Social, legal, medical and demographic changes in the United States are affecting the family. Families are aging and getting smaller. Older people are healthier and richer, and children are poorer. Legal, scientific and ethical decisions are influencing the family in new ways.

The very definition of "family" is expanding – in the courts and in practice – to include unmarried couples and other kinds of alternative families. For example, development of new medical technology to aid in conception and the use of "surrogate" parents will require additional legal and ethical changes. Divorce and remarriage rates continue to be high, producing more single parent, step and blended families.

These changes are causing tension between old and new family values. They are straining the ways governments and institutions relate to families.

Women in the Work Force

As more women join the work force, roles in parenting and child care change. Dual employment changes family patterns. However, women still spend far more time doing housework than men.

Some women feel conflict about their chosen roles – whether they work inside or outside the home.

Child Care

Working couples and single parents have less time to care for children. Their school-aged children need care before and after school, and their pre-school children need care while parents are at work.

Parents need quality child care at a reasonable cost. Child care also affects employers because inadequate child care arrangements may affect an employee's productivity at work.

Family Patterns

- More than two-thirds of American families include two parents and one or more children under 18. However, only 28 percent of these families include both "birth parents." Step families are a new majority.
- Surrogate parenting and medically assisted conception require legal, scientific and ethical decisions and influence family patterns.
- One-twelfth of American households (8.1 percent) consist of a single parent and children under 18.

- Many women delay having children and, therefore, are likely to be more emotionally prepared for motherhood.
- Births to teen mothers in Wisconsin are increasing, in contrast to the national trend. Only one-third of the Wisconsin women under 20 who have babies are married. These mothers and their children are likely to be poor.
- Black families are becoming smaller, averaging 3.5 members. Most black families are husband and wife families; however the share of black families headed by women has increased sharply, reaching 42 percent in 1987.
- Seventy-one percent of Hispanic families are headed by two parents. Single mothers head one-quarter of Hispanic families. The average family size is 3.87 persons.
- Seventy percent of Native American families are headed by married couples. Single females head 23 percent. The average family size is 3.83.
- The first wave of Asian immigrants were Taiwanese, Korean and Vietnamese with stable families, education, money and aspirations for self-sufficiency. In general, they have found economic success in America. The second wave – Hmong, Cambodians and Filipinos who arrived in the 1980s – are not doing as well. Almost 70 percent are on some form of public assistance.

Family Diversity

- We now accept a variety of family forms – single parent families, step families, blended families and other family groups which may or may not be related by blood.
- People still marry, but cohabitation is common. Both men and women are older when they marry, and many of the women are better educated and established in a career. More married women are employed.
- Divorce and remarriage create complex relationships. Legal definitions are expanding to include same-sex couples and unmarried people living together.

Household Size

Families have fewer children, and elders are living longer. These facts affect housing, recreation and transportation needs.

Generally better health among older people means longer periods of independent living and more one and two person households.

School as Parent

Schools are assuming parenting responsibilities once reserved for families and churches.

- They have broadened the curriculum to attempt to transfer positive social values.

- Some schools provide before- and after-school care and breakfast programs.
- Schools have not always adapted to changing needs of families in which both parents are employed and are, therefore, less available during the normal school day.
- Research shows that children whose parents are more involved in their children's education have higher levels of achievement.
- New partnerships between families and schools are needed to support children's educational achievements.

Family Poverty

The face of poverty has changed in the past 30 years. Today only 12 percent of the elderly are poor, contrasted with 20 percent of all children. Between 1967 and 1987, the gap between rich and poor widened. Families in the top 20 percent of the income distribution accounted for a growing share of all income (from 40.4 percent to 43.7 percent), while families in the lowest 20 percent lost ground (from 5.5 percent to 4.6 percent of all income).

In many families, income has not kept pace with inflation. Increases in the costs of housing and health care have been especially sharp.

Home ownership and adequate health care are out of reach for many families. Young families, single parent families and children are affected most.

Health and Wellness

Maintaining the personal health and wellness of all citizens is a challenge for America. It is also expensive. Advances in medical technology, increases in health insurance costs and changes in demographics will contribute to increasing the cost of health care. By 2000, health care is projected to cost more than $1.5 trillion – 15 percent of the total gross national product, compared with 12 percent in 1987. Painful social and ethical choices about access to care exist as well.

Health and wellness require:

- Partnerships among people, agencies and industry to protect food safety;
- Acceptance of responsibility by people for their own health through adoption of healthy lifestyles;
- Recognition of the trade-offs among alternative health risks;
- Provision for preventive services in communities;
- Reevaluation of overall health care options, and
- Additional investment in environmental cleanup.

Wellness

"Wellness" describes more than physical health. The concept of wellness means integrating physical, mental and social aspects of life to maximize each individual's potential. Wellness emphasizes personal responsibility, self-care and prevention. It often requires lifestyle changes.

- Many Americans are changing their lives. They are becoming more physically active, trying to control daily stress and eliminating unhealthy eating habits. At the same time, others are reluctant to deal with some causes of health problems – poor diet, lack of exercise and smoking.
- Unhealthy habits contribute to more than half of all premature deaths in this country.
- Regular physical activity benefits health. Usually, physically active people outlive those who are inactive. Appropriate physical activity helps prevent many diseases.

Personal Health

A kaleidoscope of issues affects personal health. These issues include access, safety, ethics and individual behaviors.

Health Care Delivery and Access

The public continues to question access to and quality of the health-care system.

Health delivery systems change constantly, and costs spiral upward. As a result, many local hospitals are closing, people must travel farther for health care, and more hospitals are privately owned. Many rural people who require easier access to health care may have to move to areas with better services.

Overall health has improved, but not for all Americans. Those who have not become healthier tend to be poor and members of minority groups.

No system adequately meets the expenses of catastrophic care, long-term care or mental health services. Options for care giving outside of institutions are inadequate. (Seventy-five percent of all long-term care takes place in the home.)

Food and Nutrition

The links among food, nutrition and health are undeniable – from diseases of over-indulgence to malnutrition.

Twenty-eight percent of Wisconsin adults were obese in 1988 – more than any of the other 36 states studied.

Hunger and malnutrition persist for those living in poverty in the U.S. and throughout the world.

Nutrition is important in promoting health and preventing disease. Unhealthy diet is linked to five of the ten leading causes of death in the U.S. – coronary heart disease, some types of cancer, stroke, non insulin-dependent diabetes and arteriosclerosis.

Food production is increasingly influenced by consumer preference. Consumers want nutritious, healthy products that are convenient, adaptable, flexible and varied. The market already reflects consumer demand for healthier food. For example, people eat less red meat and salt.

The need for education about the science of food and agriculture increases because of biotechnology and complicated public policy decisions about food safety.

Food Safety

Food quality and safety are increasingly important to consumers.

Every year about 33 million Americans contract food-borne illnesses, at a cost of $420 million in medical expenses and $7.3 billion in lost productivity.

A national survey found that 75 percent of consumers are concerned about pesticides in their food. However, microbiological safety issues, such as food poisoning, which few people recognize or discuss, represent a greater health risk than pesticides.

The market has met consumer demand for convenience with fast food, take-outs and partly cooked foods. This convenience brings more opportunities for contamination in processing, preparation and consumer handling after purchase. The risk of food-borne illness grows accordingly.

Safety and Health

Intentional and unintentional injuries continue to be a major cause of preventable death or impairment. Preventing injuries – encouraging use of bicycle helmets, for example – will receive more emphasis.

According to the "Naisbitt Trend Letter," a complex set of new health problems is unique to today's society. These problems include workplace health risks such as repetitive-motion injuries, VDT radiation and stress. People working in health care and certain other occupations face risks from blood-borne diseases.

Environmental hazards that affect health continue. These include drinking water and groundwater contamination, ambient and indoor air pollution, hazardous waste disposal and toxic substance use and exposure.

The National Institute for Occupational Safety and Health estimates that 10 million workers per year are injured on the job – three million of them severely.

Farming has surpassed mining as the most hazardous occupation in America.

Medical Ethics

Technological developments raise pressing medical ethics issues. These include abortion, euthanasia and the patient's right to refuse treatment. There is concern about genetic engineering, as well as the use of genetic testing by insurance companies in making decisions about offering or refusing coverage. Deciding who will get care if resources are limited is another issue.

Alcohol, Other Drugs and Tobacco

Alcohol abuse affected one in four families in 1987 and the problem is getting worse. Wisconsin has an especially high incidence of problem drinking and drinking and driving.

According to Norman Brown of the Kellogg Institute, more than 30 percent of American high school seniors get drunk once a week. Every five seconds a teenager is involved in an alcohol- or drug-related traffic accident.

The Carnegie Council on Adolescent Development reports alcohol and drug abuse in the U.S. costs more than $136 billion because of reduced productivity, as well as treatment, crime and related costs.

Tobacco use is responsible for more than one of every six deaths in the United States. It is our society's single most important preventable cause of death and disease.

Sexual Behavior

Among health problems related to sexual behavior are human immunodeficiency virus infection (HIV) and other sexually transmitted diseases.

Adolescent pregnancy and abortion rates are alarmingly high. One in four teenage women becomes pregnant before age 18.

Maternal and Child Health

Improving the health status of infants and mothers – particularly the young and the poor – remains a national challenge.

Out-of-wedlock adolescent pregnancy causes problems for the adolescent, the child, the family and society. The United States spent more than $19 billion in 1987 for income maintenance, health care and nutrition for families started by teenagers.

Each year some 40,000 American infants die before their first birthday. Among industrialized nations, the U.S. has one of the highest rates of infant mortality (10 infants per 1,000 live births in 1987), ranking 19th behind Singapore, Hong Kong and Spain.

Low birth-weight, which is linked to poor diet and alcohol and drug use during pregnancy, is a major cause of infant mortality. Blacks face twice the risk as whites of delivering a low birth-weight baby.

Initial hospital care costs for low birth-weight infants averages $20,000. Over their lifetimes, the medical costs for people who were low birth-weight infants will average $400,000.

Immunization and Infectious Diseases

The very young, the elderly and the impoverished are more likely to get infectious diseases. Occasional epidemics of preventable diseases occur because people were not immunized.

A number of newly recognized diseases, Lyme Disease and AIDS, for example, have emerged.

Worldwide, between five and ten million people carry HIV infection (manifest as AIDS). Within five years, one million new AIDS cases are expected.

Chronic Disorders

Cardiovascular diseases, cancer, diabetes and other chronic diseases affect many Americans. These diseases are associated with an aging population. Early identification, education and lifestyle changes can ease the hardships these diseases create.

Mental and Behavioral Disorders

About 23 million American adults, nearly 13 percent, suffer from a major mental illness or behavioral disorder other than substance abuse. One fifth of all adults can expect to develop a psychiatric disorder some time in their lives. Anxiety and depression are the most common major disorders.

Individual and Social Roles

Amidst the clash of conflicting forces, the roles of the individual and society are being redefined. The globalization of the economy, the pervasiveness of government and changes in our social institutions simultaneously encourage and restrict individual initiative and responsibility.

New alliances, partnerships and networks are forming among organizations, agencies and individuals to create a collective understanding and to empower collective action.

Individuals and Government

- The federal government is dropping its role as a provider of "safety nets," thrusting more responsibility for welfare, retirement and environmental protection onto individuals and state and local levels of government. At the same time, mandates from government (including taxes, permits and codes) limit individual decisions.
- In recent years, primary responsibility for policies affecting children has shifted away from the federal government to the state and local levels. In the process, some essential resources and services no longer are provided.
- As population density increases in the U.S., governments make more rules about everything from waste disposal and noise regulations to dog leash laws. The public also is making more "rules" for agencies. It expects them to show that their programs are effective.
- Privatization of services formerly provided by government, creates new individual economic opportunities. However, in some cases, deregulation has resulted in prohibitive costs or abandonment of unprofitable services, especially in rural areas.
- Elected government loses effectiveness when individuals tie up the courts, band together in single-issue organizations, and vote for candidates on the basis of media image rather than political issues.
- Institutions shut down and governments are rendered powerless by the threat of terrorism by individuals and small groups.

Individuals and Social Institutions

The roles of individuals in a variety of social arenas, from health care systems and marriage to family care and volunteer groups, are changing. We continue to value self-help and individual rights but there are costs and conflicts.

- "Wellness" programs encourage individual responsibility, but rising health care costs spawn new institutional systems such as HMOs, which limit individual selections.

- Self-help and support groups are increasingly popular. In 1990, about 30 million Americans belonged to such groups, twice as many as in 1987.
- Pressure groups on single issues, such as abortion or smoking, attempt to expand or restrict rights of individuals; many decisions revert to the courts and legislative halls.
- "Marriage" is taking on new connotations about one individual's commitment to another. Nontraditional households seek family status.
- Today's youth face unprecedented risks with less guidance. This generation is less likely to be part of a stable, close-knit community where people know and look out for each other.
- Multi-generational care within the family is more difficult because families are separated; institutions such as nursing homes, child care facilities and psychiatric hospitals are expanding.
- Many people, no longer able to afford homes and land, lose their claim on the "American Dream."
- Women, once the volunteer corps of nonprofit groups, have taken jobs for pay. Retirees and unemployed youth are the new volunteers.

Individuals and Employers

- Individuals remain free to choose their vocations, but corporate mergers and acquisitions have moved corporate decision-making farther from places of employment.
- Workers face a high risk of losing their benefits through such mergers and acquisitions. They must locate where the jobs are or move where an employer transfers them.
- Collective bargaining for individual workers by labor unions has diminished, but individuals have a larger voice through the "quality" groups of some employers.
- As more women enter the workforce, employers are considering family needs with "flextime," shared jobs and company-sponsored child care.
- The spread of factories and offices from the central city to urban fringes changes transportation patterns, confounding public transportation systems and glutting highways with single-occupant automobiles.
- Technology fosters more home-based employment and individual entrepreneurship.

Global Citizenship

The political stage is now truly interdependent and global. Major world political structures in the East and West are realigning. Pressures of population growth, media coverage, greater travel opportunities, and climatic changes in much of the world have brought to the foreground political demands for economic realignment and improved quality of life.

Defining global citizenship is an urgent task. In our "global village," with its finite resources, actions of each nation increasingly are judged by their impact on the global community.

The 1980s wisdom has been, "Think globally, act locally." For the 1990s, we must "Think globally, act globally, for it is local".

Globalization

The global village is shrinking. Information, technology, labor, capital, pollution and culture recognize no artificial boundaries across nations.

Globalization reduces the independence of nations. It strikes at the heart of national sovereignty.

In a world where capital is free to move and where exchange rates fluctuate, income and employment in any nation are affected by the decisions of other nations. In a world where information flows freely, political systems and cultures blend.

Excessive burning of coal at one end of the world changes weather patterns at the other end. If the boat is leaking, it no longer matters which end of the boat sinks first because we are all in the same boat.

Global Marketplace

The U.S. economy is increasingly integrated with the international economy with the following results:

- The U.S. economy is more sensitive to international technological developments and exchange rate swings.
- The relative competitive status of businesses, even entire industries, changes more quickly.
- More U.S. industries have foreign owners, and U.S. participation in foreign economies is increasing.
- Jobs and income in the U.S. depend more on trade and economic conditions abroad.
- Economic power of the U.S. declines as a result of the integration of the European Community and growth in nations of the Pacific Basin.
- Achieving national economic goals requires a coordinated macroeconomic policy among industrialized nations.
- Global economic leadership increasingly depends on advances in science and technology.

Employment

Facing increased competition, companies search for labor where wage rates are lower. Workers from densely populated nations are searching for jobs across borders. These changes mean:

- Growth of the U.S. labor force will depend more on immigration.
- Industrial wages in the U.S. will be held down by competition from cheaper and increasingly skillful labor in other countries.

- Rural communities offering low-skill, low-wage labor for manufacturing will be increasingly at risk.

Production and Technology

The combined effects of the spread of technology, the information revolution and the growth of containerization in transportation have changed production locations, fragmenting the production process. As a result, product components are produced where labor, capital, resources and technology can be combined at the lowest cost; then shipped elsewhere for assembly. "Made in _____" increasingly means "Assembled in _____."

These developments mean communities and countries should look for production niches in product components, as well as whole products.

Remaining competitive will mean "living by our wits" – developing new technology and moving ideas quickly from lab to market.

Finance

Satellites, computer networks and other technologies link world finances. The stock market is always open somewhere in the world. Money and financial shocks move in an instant. As a result, access and opportunity – and, possibly instability – are greater.

Consumption and Culture

Travel and immigration are growing. Entertainment, sporting events and consumer products are shared worldwide. As a result, cultures and tastes are becoming homogenized, and global markets for consumer products – from Mickey Mouse t-shirts to video games – are created.

In the last 40 years, the number of people who travel internationally has increased from 25 million to 403 million a year. Tourism ranks among the world's three major exports. (Oil and motor vehicles are the other two.) Including domestic travel expenditures, tourism accounts for about 10 percent of the world gross domestic product.

Environmental Concerns

Better communication, more education and wider travel make people aware of global concerns and of the need to plan for future generations.

- Decisions made by individuals and nations have long-term costs and risks for everyone. When rain forests are depleted and oceans are overfished, when chlorofluorocarbons threaten the ozone layer, when there are nuclear accidents and oil spills, we risk our collective health, our food supply and the planet itself.
- Solving environmental problems will require international cooperation. A "united nations" on the environment is overdue. Such an international effort

could work to retard the vanishing of species, the decline of crop land, the spread of deserts and shortages of water and energy.

- The '90s decade is a time when we must ensure ecologically sustainable behaviors. All nations must recognize the concept of the "global commons."
- A global science which will create the scientific structure for examining global problems is needed.
- As development grows in Third World countries – fostered by local and international interests – sensitive environments important to global environmental health may be destroyed.

Security

- It has been said the world is more threatened by demographic problems than by war. Mushrooming population in environments unable to sustain the growth creates instability, which often escalates into violence and massive migrations.
- Between 1928 and 2018, world population will quadruple, from two billion to eight billion people. Ninety percent of these people will be born in the developing countries, which are already poor and overcrowded – especially in the cities.
- Emerging threats to global security include drug-related violence, low-intensity warfare and terrorism, aggression from within countries and increasing numbers of conventional weapons.
- Third World debt continues to threaten global economic security. Resolving the Third World debt burden is crucial to economic and social progress in many developing countries.
- The AIDS pandemic may be the most grave public health threat of this century. Widespread fear of the spread of AIDS, coupled with disproportionate impacts on some populations, is fostering unrest and instability.

Extension Commitment

The forces outlined in this report suggest an exciting and challenging future. Cooperative Extension is poised to help Wisconsin's citizens anticipate change, prepare for change, and influence the course of change in the 1990s and beyond.

Research and knowledge from the University of Wisconsin and other universities provide an endowment on which we can build. More than 75 years of Cooperative Extension experience in helping people face change in their families, in their communities, on their farms and in their businesses is an exceptional advantage in educating for change. We must not lose sight of the tremendous accomplishments that sustain our present quality of life. The attainment of high-quality, low-cost food and fiber, for example, is a remarkable accomplishment. Continued work is needed to sustain this high standard.

For the future, Cooperative Extension's capacity to combine understanding of this unique environment, coupled with our history of involvement in local affairs and concerns, give Cooperative Extension a head start in helping people interpret the local effects of global forces. Extension's commitment to generating – and helping others generate – new knowledge enables us to bring creative approaches to emerging concerns.

Cooperative Extension approaches the future with a strong educational base in agriculture, agribusiness, family living, youth development, leadership development, community and economic development and natural resource management. These areas continue to reflect important societal concerns. Within these broad areas, we have state and county faculty with hundreds of specialities. The capacity to teach from that strong base of specialized knowledge has been, and will continue to be, a major strength of Cooperative Extension. What our faculty know – and are discovering – about agronomy and food safety, economic development and water quality, child development and leadership all provide key elements in the knowledge needed to recognize and influence the course of change.

The forces outlined in this report compel us to acknowledge that our current specialized areas will sometimes, perhaps often, not be enough to deal effectively with change. To fulfill our obligation to the citizens who support us, we will develop new knowledge in our existing specialties, we will build coalitions and collaborative arrangements with other specialists inside and outside the University to meet the demand for new specialties, and we will provide a framework for approaching change with a broad and open vision.

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